selectable for revealing the associated second indicia in an attempt to reveal at least one matching group of second indicia,

the stored program control operable to select first and second pay values [a pay value], from a plurality of possible pay values, and randomly associate the selected first pay value with at least one of the second indicia from a first matching group of second indicia and randomly associate the selected second pay value with at least one of the second indicia from a second [the at least one] matching group of second indicia,

the stored program control operable for displaying the pay value on the display in an area separate from the first and second indicia.

13. (Amended) A gaming method comprising:

presenting to a player a set of a plurality of masked indicia;

providing for player selection of and revealing of the indicia in an attempt to reveal at least one group of matching indicia on a display;

selecting a first pay value, form a plurality of possible pay values, wherein the first selected pay value is randomly associated with a first group of matching indicia; [in one of the ways selected from the group consisting of (a) the first selected pay value associated with at least one, but not all, of the indicia from the first group of matching indicia and (b) the first selected pay value associated with collectively all of the indicia from the first group of matching indicia; and

paying the player revealing the first group of matching indicia a multiple of the first selected pay value.]

selecting a second pay value from the plurality of possible values;

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